

prompting said subscriber during said combined medium programming
outputting whether said subscriber wants said specific [information] combined medium
programming, said interactive mass medium program output apparatus having a
memory for storing one of a code [or] and a datum;

receiving a reply from said subscriber at said input device in response to said
[step of] prompting said subscriber, said interactive mass medium program output
apparatus having a processor for processing said subscriber reply;

processing said reply [from said step of receiving a reply] and selecting one of
said [a] code [or] and said datum designating said specific [information] combined
medium programming, said interactive mass medium program output apparatus
having a transmitter for communicating with a remote site;

D communicating one of said selected code [or] and said selected datum to [a] said
remote site, said interactive mass medium output apparatus and said remote site
forming part of a network having a plurality of transmitter stations;

assembling, in said network, at least one [or more messages] message which [are]
is effective at said interactive mass medium program output apparatus to satisfy [the
abovementioned] said reply, said interactive mass medium program output apparatus
having a receiver for receiving a signal containing at least [some] a portion of said at
least one message [messages] from [a] said remote station; and

delivering said designated specific [information] combined medium
programming on the basis of said at least one [or more messages] message.

11. (Amended) [An interactive] A method for specific [information] combined medium programming delivery for use with an interactive mass medium program output apparatus, comprising the steps of:

[(1)]receiving [an information] a combined medium programming transmission at a transmission station;

[(2)]generating [a] said specific combined medium program; and

[(3)]transmitting said specific combined medium program, said combined medium program enabling said interactive mass medium program output apparatus to prompt a subscriber for input in respect of said [specific information] combined medium programming, receive and process a reply from said subscriber, communicate one of selected code [or] and selected datum designating said specific [information] combined medium programming, and receive at least one [or messages] message from a remote station, said at least one [or more messages] message effective to satisfy said reply from said subscriber.

12. (Amended) [An interactive] A method for specific [information] combined medium programming delivery for use with an interactive mass medium program output apparatus, comprising the steps of:

[(1)]receiving [an information] a combined medium programming transmission to be transmitted;

[(2)]receiving an instruct signal which is effective to accomplish one of:

(a) [effect] effecting a transmission station to generate [a] said specific combined medium program, said combined medium program enabling said interactive

mass medium program output apparatus to prompt a subscriber for input in respect of said [specific information] combined medium programming, receive and process a reply from said subscriber, communicate one of selected code [or] and selected datum designating said specific [information] combined medium programming, and receive at least one [or messages] message from a remote station, said at least one [or more messages] message effective to satisfy said reply from said subscriber; [or] and

(b) [effect] effecting a receiver station to generate [a] said specific combined medium program, said combined medium program enabling said interactive mass medium program output apparatus to prompt a subscriber for input in respect of said [specific information] combined medium programming, receive and process a reply from said subscriber, communicate one of selected code [or] and selected datum designating said specific [information] combined medium programming, and receive at least one [or messages] message from a remote station, said at least one [or more messages] message effective to satisfy said reply from said subscriber;

[(3)]receiving a transmitter control signal which operates at said transmitter station to communicate said combined medium program to a transmitter; and

[(4)]transmitting said [information] specific combined medium programming transmission, said instruct signal and said transmitter control signal.

II. REMARKS

A. Introduction